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62.57
KELLOGG
SEED COMPANY

P. O. Box 684
MILWAUKEE, WISCONSIN

Return Postage Guaranteed

RAINBOW
BRAND
SEEDS

MARKET QUOTATIONS
PLEASE RUSH

957-0
LIBRARY
RECEIVED

☆ APR 22 1940 ☆

U. S. Department of Agriculture.

(Sec. 562, P. L. & R.)

U. S. POSTAGE

PAID

Permit No. 409

Milwaukee, Wis.

M.R. Newman, Reference Librarian,
Bureau of Plant Industry, U.S.D.A
Washington, D.C.

KELLOGG SEED COMPANY

322 EAST FLORIDA STREET P. O. BOX 684 MILWAUKEE, WISCONSIN

TELEPHONE DALY 0373

Distributors

DOUGHBOY MILLS, INC.
Shawano, Wis.

CEREAL MILLS COMPANY
Wausau, Wis.

DOOR COUNTY PRODUCE
Sturgeon Bay, Wisconsin

Complete stocks now available at Madison, Wis.
c/o Central Storage & Warehouse Co., Inc.
1015 East Main Street
Phones Fairchild 8818 and Gifford 4577

TERMS: Net Cash

MARCH 20, 1940

Quotations are F. O. B. Milwaukee and subject to change without notice. **BAGS OR SACKS EXTRA, EXCEPT WHEN OTHERWISE STATED.**

Broken packages, slightly higher.



Kellogg Seed Company gives no warranty, express or implied, as to description, quality, productiveness or any other matter of any seed it sells and will not be responsible for the crop.

MEDIUM RED CLOVER

Northern Grown Per 100 lbs.
RAINBO\$19.00
Mountain 18.00

Special Red Clover.....\$17.50
Contains 5%-8% Alfalfa

MAMMOTH CLOVER

Northern Grown Per 100 lbs.
RAINBO\$19.00

ALSIKE CLOVER

Per 100 lbs.
RAINBO\$23.00
Mountain 22.00

ALSIKE SPECIALS

Per 100 lbs.
(Contains about 6% White Clover)\$21.50
(Contains about 10% White Clover) 21.00

WHITE CLOVER

Per 100 lbs.
RAINBO\$63.00
Mountain 58.00
Prime 48.00
Mixing Grade 45.00

WILD WHITE CLOVER

Per lb.
Genuine Kentish Grown.....\$.95

LESPEDeza, KOREAN

Per 100 lbs.
RAINBO\$7.00

TIMOTHY

Per 100 lbs.
RAINBO\$6.25
Mountain 6.00

Timothy also packed in 100 lb. bags at 15c per 100 lbs. higher.

TIMOTHY AND ALSIKE

Per 100 lbs.
(Contains about 20% Alsike).\$ 8.75
(Contains about 50% Alsike). 13.00

ALFALFA — Common

U. S. Verified Origin

OKLAHOMA

Approved Origin for Benefit Payments.

Per 100 lbs.
RAINBO\$20.50
160-lb. bags

KANSAS

RAINBO 23.00
160-lb. bags

MONTANA

RAINBO 25.50
60-lb. bags

MINNESOTA

RAINBO 26.00
60-lb. bags

WISCONSIN

RAINBO 26.00
60-lb. bags
Special, contains about 5%
Red Clover 25.00
160-lb. bags

CANADIAN VARIEGATED

RAINBO, Western Ontario.... 27.00
60-lb. bags
RAINBO, Peel County..... 30.00
60-lb. bags

GRIMM ALFALFA

State Sealed and Certified

BLACKFOOT BRAND

Per 100 lbs.
Blue Tag\$38.00
Red Tag 36.50
30-lb. or 60-lb. bags

IDAHO GRIMM

RAINBO, Blue Tag..... 37.00
60-lb. bags

NORTH DAKOTA GRIMM

RAINBO, Blue Tag..... 36.00
60-lb. bags

CANADIAN GRIMM

RAINBO 33.00
60-lb. bags

COSSACK ALFALFA

Blue Tag 38.00
60-lb. bags

When Ladak Alfalfa is not available the Wisconsin College of Agriculture recommends the use of Cossack Alfalfa alone, in sections where bacterial wilt and summer killing are serious.

SWEET CLOVER

Per 100 lbs.

White Blossom
RAINBO\$6.50
Grundy County
RAINBO 7.00
Yellow Blossom
RAINBO 7.00
Hubam
RAINBO

SUDAN GRASS

Sacks included Per 100 lbs.
RAINBO\$3.75

REED CANARY GRASS

Per 100 lbs.

RAINBO—100 lb. lots.....\$17.00
Small lots 18.00

FIELD PEAS

Sacks included Per 100 lbs.
White, RAINBO\$5.75
Scotch, RAINBO 5.00

SOY BEANS

Sacks included Per 100 lbs.
Manchu, RAINBO\$2.70
Illini, RAINBO 2.70

MANCHU No. 3

Sacks included
The new Wisconsin variety to produce beans for crushing. Will be a profitable cash crop for farmers in southern Wisconsin. Per 100 lbs.
RAINBO\$2.75

MILLETS

Per 100 lbs.

German, RAINBO\$2.50
Japanese, RAINBO 5.50
Hungarian, RAINBO 4.75
Proso, RAINBO 2.50

FLAX

Per 100 lbs.

RAINBO\$5.00

DWARF ESSEX RAPE

Sacks included Per 100 lbs.
RAINBO—220-lb. bags\$7.75
100-lb. bags 8.00

COTTON GRAIN BAGS

Per 100

Patched, clean\$18.00
Sound, clean 21.00
New Royal River Bags..... 26.00

Clovers and Timothy packed in bushel bags at 25c per 100 pounds higher.



LAWN GRASS MIXTURES

RAINBO LAWN and SHADE GRASS MIXTURES produce closely knit, velvety lawns of *beautiful* texture. They are compounded from the very finest turf grass seeds, expertly cleaned and blended. Most attractively packed in 1-lb. and 5-lb. sizes for discriminating lawn lovers who demand the very best.

RAINBO LAWN SEED

Per 100 lbs.

1-lb. (25 and 50 to a case)...	\$33.00
5-lb. (10 to a case).....	32.50
1-lb. Shade Grass (25 and 50 to case)	36.00
5-lb. Shade Grass (12 to a case)	35.50

RAINBO LAWN SEED—Bulk

25-lb. Sacks	\$30.50
50-lb. Sacks	30.25
100-lb. Sacks	30.00

RAINBO SHADE GRASS—Bulk

25-lb. Sacks	\$33.50
50-lb. Sacks	33.25
100-lb. Sacks	33.00

RAINBO BENT GRASS SEED

Seaside—1-lb. bags.....	\$70.00
Astoria—1-lb. bags.....	70.00

RAINBO WHITE CLOVER SEED

1 lb. Boxes (25 to case).....	\$70.00
½ lb. Boxes (50 to case).....	71.00

BLUE MOUND LAWN SEED

Per 100 lbs.

1-lb. Cartons (50 to a case)...	\$24.00
5-lb. Bags (10 to a bundle)...	23.00
10-lb. Bags (5 to a bundle)...	23.00
Bulk, 50-lb. and 100-lb. Bags.	22.00
Shade Grass, bulk	24.00

GREENDALE LAWN SEED

1-lb. Cartons (50 to a case)...	\$21.00
3-lb. Bags (20 to a bundle)...	20.00
50-lb. and 100-lb. Bags.....	19.00

STAR LAWN SEED

100-lb. Sacks	\$13.00
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RAINBO BENT GRASS MIXTURE

The finest Bent Grasses blended with other grasses to produce a bent lawn in two seasons.

Per 100 lbs.

1-lb. Bags	\$45.00
5-lb. Bags	43.50
25, 50 or 100-lb. Bags.....	42.50

KENTUCKY BLUE GRASS SEED

Extra Heavy—1-lb. bags.....	\$28.00
Extra Heavy—5-lb. bags.....	27.50
50 lbs. to a case	

GRASSES

KENTUCKY BLUE GRASS

Sacks included	Per 100 lbs.
Selected, Extra Heavy, pure..	\$25.00
RAINBO	20.00
Mountain	19.50
Canadian, RAINBO	

FANCY RED TOP

RAINBO	\$11.50
Extra fancy, 98% pure.....	13.00

ROUGH BLUE GRASS

Sacks included (Poa Trivialis)	
RAINBO	\$40.00
Excellent for shady conditions	

RYE GRASS

Sacks included	
Pacey's Imported	\$12.00
Perennial, Imported	12.00
American Grown	6.50

BENT GRASS (Certified)

Per 100 lbs.

ASTORIA	
RAINBO, Blue Tag, State Sealed	\$60.00

SEASIDE

RAINBO, Blue Tag, State Sealed	60.00
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COLONIAL

RAINBO, Sealed and Certified	57.00
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ORCHARD GRASS

Sacks included	
RAINBO	\$18.00

MEADOW FESCUE

Sacks included	
RAINBO	\$15.00

CHEWINGS FESCUE

Sacks included	
RAINBO	\$60.00
Less than full Sacks, \$3.00 per 100 lbs. higher.	

SMOOTH BROME GRASS

Sacks included (Bromus inermis)	
RAINBO	\$15.00

RAINBO BRAND INOCULATION

Humus and Nitro-Jel (Jelly)

No. 1—	For Alfalfa and Sweet Clover.
No. 2—	For Red, Alsike and White Clover.
	Retail Wholesale
½ bushel	\$.30 \$.18
1 bushel50 .27
2 ½ bushel	1.00 .48
No. 3—	For Field Peas and Vetches.
No. 6—	For Soy Beans.
	Retail Wholesale
1 bushel	\$.30 \$.18
2 bushel50 .27
5 bushel	1.00 .48
10 bushel	1.40 .78
25 bushel	2.50 1.38
Sold on a Returnable Basis	

MASTER ANT KILLER

10c Size, 12 to carton...	\$.75 doz.
25c Size, 14 to carton...	2.00 ctn.



	Per Ton
100-lb. Bags	\$30.00
50-lb. Bags	35.50
25-lb. Bags	41.50
Less Dealer's Discount 10%	
Special Prices for Car Lots	
We are distributors of Milorganite for Wisconsin, exclusive of Milwaukee County and upper Michigan. Milorganite quotations apply only in this distributive territory.	

INOCULATE ALL LEGUME SEEDS WITH

NITRAGIN

OVER FORTY YEARS OF SERVICE

When ordering, Always state name of seed.

ALFALFA, all Clovers	LESPEDEZA
Size Dealer Retail	Size Dealer Retail
½ bu. ea. \$.19 \$.30	1 bu. ea. \$.19 \$.30
1 bu. ea. .32 .50	2 bu. ea. .32 .50
2½ bu. ea. .65 1.00	5 bu. ea. .65 1.00
PEAS (All Varieties)	SOYBEANS, LIMA BEANS, COW PEAS, PEANUTS
VETCHES (All Varieties)	
½ bu. ea. \$.16 \$.25	1 bu. ea. \$.19 \$.30
1 bu. ea. .26 .40	2 bu. ea. .32 .50
1½ bu. ea. .39 .60	5 bu. ea. .65 1.00
5 bu. ea. 1.10 1.70	10 bu. ea. .90 1.40
12½ bu. ea. 2.60 4.00	25 bu. ea. 1.90 2.90
BEANS	GARDEN SIZE
String, Wax, Kidney	Garden Peas & Beans
½ bu. ea. \$.16 \$.25	Sweet Peas & Lupines
1 bu. ea. .26 .40	Dlr 80c ctn—Rtl 10c ea.
5 bu. ea. 1.10 1.70	Packed 12 to Disp. Ctn.
½ bu. to 2 bu. sizes packed 12 to carton	
2½ bu. to 25 bu. sizes packed 6 to carton	

BIRD SEED

(Full Bags)

Per 100 lbs.

Sunflower—Fancy	\$7.00
Canary, Argentine—Recleaned ...	5.25
Canary, Turkish—Recleaned ...	5.50
Hemp	7.00
Bird Rape, Large Sweet.....	9.50
Bird Rape, Large.....	7.75
Large Millet	2.50

Smaller quantities 50c per 100 lbs. higher

Gross weight—bags included

RAINBO BRAND SEED CORN

NEBRASKA GROWN

DENT VARIETIES	Per Bushel
Wis. No. 7 Silver King.....	\$1.30
Wis. No. 8.....	1.30
Wis. No. 12 Golden Glow.....	1.30
Early Murdock.....	1.30
Improved Leaming.....	1.25
Northwestern Red Dent.....	1.30
Pride of North.....	1.25
Reid's Yellow Dent.....	1.25
White Cap Yellow Dent.....	1.30

Packed two bushels per bag

FLINT CORN

	Per Bushel
Smut Nose—Wisc. Grown.....	\$.....
Longfellow—Neb. Grown.....

Packed two bushels per bag

SWEET CORN

	Per 100 lbs.
Golden Bantam—Wis. Grown..	\$8.00
Evergreen Bantam—Wis. Grown	8.00
Stowells' Evergreen.....	8.00

Packed 100 lbs. per bag

HYBRID SEED CORN

(Wisconsin Grown, Certified Blue Tag)

Flat Kernels	Per Bushel
90 Day Maturity.....	\$4.50
95 Day Maturity.....	4.00
100 Day Maturity.....	3.50
105 Day Maturity.....	3.50
110 Day Maturity.....	3.25
115 Day Maturity.....	3.25
120 Day Maturity.....	3.25

Packed one bushel per bag, bags included

WISCONSIN GROWN

DENT VARIETIES	Per Bushel
State Sealed and Verified	
Wis. No. 7 Silver King.....	\$1.75
Wis. No. 8.....	2.00
Wis. No. 12 Golden Glow.....	1.75
Wis. No. 25.....	2.00
Northwestern Red Dent.....	1.75
Murdock.....	2.00

WISCONSIN GROWN

Grown in Pierce County	Per Bushel
Wis. No. 8.....	\$2.00
Wis. No. 12 Golden Glow.....	2.00
Wis. No. 25.....	2.00
Minnesota No. 13.....	2.00

Packed two bushels per bag

FODDER CORN

	Per Bushel
Red Cob.....	\$1.05
Leaming.....	1.00
Pride Fodder.....	1.00
Eureka—Virginia Grown.....	1.65

Packed 2½ bushels per bag

SEED GRAINS RAINBO BRAND

SEED OATS

	Per Bushel
Forward.....	\$.65
White Cross.....	.65
Gopher.....	.65
Swedish Select.....	.65

Packed 3 bushels per sack

SEED WHEAT

	Per Bushel
Progress.....	\$1.50
Marquis Type.....	1.50
Sturgeon.....	1.60

Packed 2½ bushels per sack

SEED BARLEY

	Per Bushel
Oderbrucker Type.....	\$.95
Wisconsin No. 38 Type.....	.90

Packed 2½ bushels per sack

SPRING RYE

	Per Bushel
.....	\$1.40

Packed 2½ bushels per sack

SPELTZ

	Per 100 lbs.
RAINBO.....	\$2.15

Packed 100 lbs. per sack

BUCKWHEAT

	Per 100 lbs.
Japanese.....	\$2.50
Silverhull.....	2.25

Packed 2 bushels per sack

WINTER VETCH

	Per 100 lbs.
For Spring and Fall Planting.	
RAINBO.....	\$11.00

AMBER CANE

	Per 100 lbs.
Sacks included	
For Fodder only.	
Black Amber.....	\$3.25

ATLAS SORGO (Certified)

RAINBO.....	\$4.50
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SEED SOWERS

	Retail List Price
"Cyclone" Seed Sower.....	\$2.75 Ea.
"Horn" Seed Sower.....	.95 Ea.

Above prices are subject to a dealer discount of 33⅓%



SEED DISINFECTANTS

A TREATMENT FOR EVERY MAJOR CROP

PRODUCT AND PACKAGE SIZES	PRICES		Packages per case
	RETAIL per package	DEALER per case or package	
<i>New Improved</i>			
CERESAN —For Oats, Peas, Barley, Flax, Sorghums, Wheat and Cotton.			
4-oz. can30	6.65	36
1-lb. can75	6.35	12
5-lb. can	3.25	14.40	6
25-lb. drum	14.00	11.25	1
100-lb. drum	53.00	42.50	1
SEMESAN JR. —For Field and Sweet Corn.			
2-oz. envelop15	12.95	144
4-oz. can30	6.50	36
1-lb. can75	6.00	12
5-lb. can	3.00	13.50	6
25-lb. drum	12.50	10.50	1
100-lb. drum	45.00	37.00	1
SEMESAN BEL —For Irish and Sweet Seed Potatoes.			
2-oz. envelop25	21.60	144
4-oz. can50	10.80	36
1-lb. can	1.50	12.00	12
5-lb. can	6.50	29.55	6
25-lb. drum	30.00	24.40	1
100-lb. drum	115.00	94.00	1
300-lb. drum	315.00	270.00	1
SEMESAN —For Flowers and Vegetables.			
½-oz. envelop10	8.65	144
2-oz. can35	8.00	36
1-lb. can	2.25	18.00	12
5-lb. can	10.00	44.40	6
25-lb. drum	46.00	36.50	1
100-lb. drum	175.00	145.00	1
2% CERESAN —For Peas, Cotton and Narcissus.			
1-lb. can70	6.00	12
5-lb. can	3.00	13.50	6
25-lb. drum	13.25	10.50	1
100-lb. drum	50.00	40.00	1
NU-GREEN —For Golf and Lawn Turfs.			
3-oz. can35	8.00	36
1-lb. can	1.45	11.75	12
5-lb. can	6.25	28.80	6
25-lb. drum	28.75	23.50	1
100-lb. drum	110.00	91.00	1
SPECIAL SEMESAN —For Golf and Lawn Turfs.			
5-lb. can	7.00	32.70	6
25-lb. drum	32.50	26.50	1
100-lb. drum	125.00	103.00	1

TREATING DIRECTIONS

One pound of NEW IMPROVED CERESAN treats 32 bushels of Barley, Oats and Wheat.

One and one-half ounces of NEW IMPROVED SEMESAN JR. treats one bushel of Corn.

One pound of NEW IMPROVED SEMESAN BEL treats 75 bushels of Seed Potatoes.

DUST MASKS

For use of operators applying the Du Bay Products.

Each No. 200—Approved Respirator...\$3.50



CRO-TOX

Crow and Bird Repellent

Protects Seed Corn and Grains from Loss of Seed After Planting. Eight Ounces of Cro-Tox Will Treat One Bushel of Corn.

8 oz. Size @	\$ 4.30 per Dozen
16 oz. Size @	7.20 per Dozen
1 qt. Size @	10.80 per Dozen



PLANTERS' REFERENCE

Pounds to Sow Per Acre

KIND	Pounds Per Acre	Pounds Per Bu.
Alfalfa, broadcast	18-22	60
Alfalfa, drills	12-15	60
Barley	96-120	48
Beans, Soy, broadcast.....	60-80	60
Beans, Soy, drills.....	30-45	60
Beans, Soy, with corn.....	50-60	60
Blue Grass, Kentucky.....	25-28	14
Blue Grass, Canada.....	25-28	14
Buckwheat	45-60	52
Cane, broadcast	50-70	50
Cane, drills	10-15	50
Clover, Alsike	8-12	60
Clover, Medium	10-15	60
Clover, Mammoth	10-15	60
Clover, Sweet, hulled.....	12-15	60
Clover, Sweet, unhulled....	20-30	30
Clover, White	4-8	60
Corn	8-12	56
Sweet Corn	12	
Fescue, Meadow	15-25	24
Fescue, Chewings	25-28	14
Flax	28	56
Lawn Grass	Depending on Conditions	Depends on Quality
Millet, for hay.....	45-50	50
Millet, for seed.....	30-40	50
Millet, Japanese	12-15	30
Oats	64-76	32
Peas—		
Canada Field, broadcast.	120-150	60
Canada Field, with grain	75-90	60
Rape, broadcast	8-10	50
Rape, in drills	5-6	50
Red Top, Solid seed.....	7-12	14
Red Top, unhulled.....	10-15	14
Reed Canary Grass.....	4-6	24
Rye, Winter	84-112	56
Rye, Spring	56-84	56
Speltz	62-100	48
Sudan Grass, broadcast....	30-40	40
Sudan Grass, in drills.....	15-25	40
Sunflower	8-10	24
Timothy	10-12	45
Timothy and Alsike.....	8-10	45
Vetch, Hairy or Winter...	50-125	50
Wheat	90-120	60

KELLOGG
SEED COMPANY
MILWAUKEE, WISCONSIN

For the convenience of our customers in the vicinity of Madison we carry stocks of Rainbo Seeds at

Central Storage & Warehouse Co., Inc.
1015 E. Main Street, Madison, Wis.

Phones Fairchild 8818 and Gifford 4577

V. W. CHLADEK and R. E. TURNER
in charge.



Kill smuts of oats, wheat, sorghums! Reduce barley diseases! Fight seed decay and damping-off of flax! Keep your yields *cleaner* for more grain profit. Just dry-treat your seed with *New Improved CERESAN*—the double-acting treatment that works by both *contact* and *vapor* to kill seed-borne disease organisms. Costs little; generally increases yields; highly recommended by many authorities in all grain areas. Four oz., 30¢; 1 lb., 75¢; 5 lbs., \$3.25. Come in now for your copy of free Grain Pamphlet.



SEED DISINFECTANTS
A TREATMENT FOR EVERY MAJOR CROP